Excessive Punctation

Resource: <https://www.plainenglish.co.uk/>

The Plain English Campaign.

Fuzzy Thinking. You’re not sure about it and it is reflected in your writing.

Lipstick on a pig. Pinning down the opening statement is important.

Example 2.28-1

In the continuing quest for greatness, remember that a lot can be learned from people whose businesses have crashed.

Revision: 1

In the continuing quest for greatness, remember that a lot can be learned from people whose startup has crashed. They might, in fact, be the best people to consult with if your business is stuck in a hole -- as their tragic tales may help you avert a foreseeable catastrophe. I understand that for budding entrepreneurs, like yourself, it’s natural to yearn for countless success stories in the world of business. A new study, however, suggests it may be more instructive to go and grab a beer with some entrepreneurial losers.

Revision: 2

In your day-to-day struggle with growing your startup, remember that a lot can be learned from people whose startup has crashed. They might, in fact, be the best people to consult with if your business is stuck in a hole -- as their tragic tales may help you avert a foreseeable catastrophe. I understand that for budding entrepreneurs, like yourself, it’s natural to yearn for countless success stories in the world of business. A new study, however, suggests it may be more instructive to go and grab a beer with some entrepreneurial losers.

Revision: 3

As your battle to turn your company into a raging success, remember that a lot can be learned from people whose startup has crashed. They might, in fact, be the best people to consult with if your business is stuck in a hole -- as their tragic tales may help you avert a foreseeable catastrophe. I understand that for budding entrepreneurs, like yourself, it’s natural to yearn for countless success stories in the world of business. A new study, however, suggests it may be more instructive to go and grab a beer with some entrepreneurial losers.

Example 2.28-2

The “controversy” surrounding this year’s Pride march is difficult to comprehend.

Revision: 1

The controversy surrounding this year’s Pride march is difficult to comprehend.

Revision: 2

Example 2.28-3

There is a real danger that the banking system will collapse if the “political interference” we are seeing continues.

Revision: 1

There is a real danger that the banking system will collapse if the political interference we are seeing continues.

Revision: 2